

# Logo Design Overview

Standard Rate for Design Services: \$95 / hr.<sup>1</sup>

## Initial Consultation:

This first step is simply a discussion of potential stylistic directions for the logo design. Although it is not necessary, any input that you are able to provide in terms of design content (wording, imagery, color, etc) will help us to establish an appropriate starting point for your design. This stage may take place in-person, over the phone, or via e-mail.

This service is complimentary

## 1st Round Designs:

We will create 3-5 unique logo concepts based on the information provided during the initial consultation. These designs can be reviewed in person or via e-mail. The initial designs will be draft quality and formalized throughout the following rounds.

1-2 hours / \$95 - \$190

## 2nd Round Designs:

Based on your initial feedback, we will either create a second round of original concepts or refine and revise selected designs from the first round.

1-2 hours / \$95 - \$190

## 3rd, 4th, 5th Round, etc:

As with the second round, we will refine and revise designs as necessary according to your feedback from the previous rounds, or we will continue to present original concepts. As an individual design becomes more refined the time spent on each round will most likely decrease.

1 hour per round / \$95 each

## Finalizing Artwork and Committing to Disk:

This last step involves preparing the final logo artwork for you to keep on-hand so that you can use it again and again with little to no modification. At this stage we will also finalize any colors (PMS/CMYK for print, RGB for screen/web use if necessary), and perform other maintenance related to the usability of your logo. Once this is complete, we will provide a disk containing your logo in a variety of high-resolution formats (JPG, TIFF, GIF, EPS, PDF,...) so that you have everything you will need in order to get your new identity up on it's feet and ready to run!

2 hours / \$190

## Total Estimated Cost from Start to Finish:

\$285 - \$760 +

The above calculation is a time/cost estimate only. Logo design is a highly individualized practice, therefore actual time and cost incurred will vary according to the requirements of the job at-hand.

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1. A discounted rate is available for Design Services rendered as part of a Promotional Product or Apparel order. Please contact our office for details on the current rates and restrictions.

# Logo Design Samples



voice quiks  
voice over services



Durham's Downtown  
**DINNER TABLE**

